

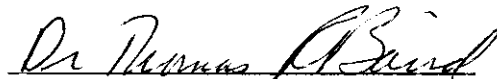
The American Cancer Society:  
An anti-smoking advertising campaign

An Honors Thesis (HONRS 499)

by

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A handwritten signature in cursive script, reading "Dr. Thomas Baird", is written over a horizontal line.

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### **Purpose of Thesis**

The purpose of this thesis is to develop an anti-smoking advertising campaign for the American Cancer Society. The campaign, which is designed to effectively target the female teenage population in the United States, communicates a strong message which highlight the importance and appeal of a smoke-free life. In addition to research into the background of the American Cancer Society and the evaluation of several alternative approaches, this thesis contains the essential elements of a successful advertising campaign. More specifically, it contains an in-depth analysis of the target market, advertising objectives, budget and media cost analysis, and a media schedule. Finally, four advertisements, which illustrate the basic creative strategy, were developed to communicate the campaign's message.

## Background Research

### The American Cancer Society - A Brief Overview

Having established a strong foundation in its commitment to the control of cancer, the American Cancer Society operates as a national volunteer organization. The American Cancer Society, with over 2 million men and women who are dedicated to educating the public, has been able to extend its services to 58 incorporated divisions throughout the United States and Puerto Rico. Within each state division, the American Cancer Society is organized into units - typically 1 per county - which are responsible for the election of a Board of Directors and the appointment of 6 standing committees. Having recognized that the 1990s will be the new decade of the consumer, the organization has begun incorporating strategic planning into its structure to ensure future growth and success.

### Program Areas

**Professional Education:** Efforts in the area of professional education focus on the delivery of the most current information to community health professionals. In doing so, they continue to increase the number of cancer prevention, detection, and treatment methods.

**Public Education:** These programs include lifesaving programs on cancer prevention and detection for both children and adults.

**Public Information:** Public information is the communication link between the American Cancer Society and the communities that it serves. It promotes activities by the Society and, through the use of various media, informs the public about progress being made in the fight against cancer.

**Service and Rehabilitation:** By providing direct support and guidance for cancer patients and their families, the Service and Rehabilitation volunteers offer personal services to meet the needs of each individual.

**Research:** Existing as a major function of the American Cancer Society, the cancer research that is conducted each year is also a source of great pride and satisfaction. National research and programs have made significant contributions to the detection, treatment, and prevention of cancer each year.

### Effectiveness of cancer prevention programs

- In 1991, nearly 71 million people were reached by the American Cancer Society's cancer prevention messages. Of these, 35.2 million were youths and 35.7 million were adults.
- This effectiveness rate illustrates a 12.6 increase from the previous year.

## **Problem Identification for the American Cancer Society**

Past and present forces in the environment have led to the development of several problems for the American Cancer Society:

- More than 3,000 teenagers start smoking every day - over 1,000,000 each year
- Among high school seniors, girls smoke more than boys, at rates of 20% and 16%, respectively
- Cigarette smoking causes approximately 87% of all lung cancer deaths; Furthermore, when diagnosed, lung cancer has a 5-year survival rate of only 13%

With the launch of this year-long, anti-smoking campaign, the American Cancer Society will be able to successfully and significantly lessen each of these problems.

## Evaluation of Target Markets and Development of Campaign Image

Taking into account the problems that the American Cancer Society is facing, three target markets which would benefit from anti-smoking messages have been developed. Each market was evaluated on several factors that are most appropriate to these current issues. In addition, a theme was chosen as a focus for the advertising efforts of each target market. Through further analysis, several positive and negative aspects, which served as the basis for the determination of the final target market, were examined for each alternative. Having been eliminated due to the greater strength of their negative characteristics, alternative target markets A and B laid the foundation for the expansion of a more appropriate target market. It is this final target market toward which the national campaign for the American Cancer Society will be implemented.

In order for the overall campaign to be successful, it needs the guidance of a strong image that carries over into all areas of the campaign. By gaining a full understanding of the specific market that will be targeted, an image of *increased social acceptance* was chosen. This image was chosen because of the strong desire for members of the target market to feel accepted by their peers. Research has shown that peer pressure is a primary reason that teenagers start smoking. Recent research also states that, among the teenagers surveyed, most prefer to date non-smokers. Therefore, the campaign encourages teenage girls quit smoking by promising an increase in their level of social acceptance. The image of increased *social acceptance*, which lays the foundation for the basic creative strategy, was instrumental in the development of each individual advertisement as well as the selection of the media.

## Alternative Target Markets (A & B)

### Alternative (A)

Age Limits: 14 to 23

Gender: Male

Education: High School to College

Race: White or Black

Cigarette Usage: Moderate to Heavy Use

Geographic Location: Continental United States

Family Income: \$50,000 or more

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Theme: "Hang Out With A New Pack"

- Pros:
- This age group is greatly influenced by peer pressure
  - This age group is prone to chronic respiratory problems which may be further irritated by cigarette smoking
  - The highest usage rates of smokeless tobacco products is found among young adult males

- Cons:
- Among high school seniors, more girls smoke cigarettes than boys
  - Research indicates that smokers are most likely to come from less-affluent social groups
  - College-bound students smoke less than those without long-range educational goals

Media: Magazines - Sports Illustrated, Rolling Stone, Hot Rod

**Alternative (B)**

Age Limits: 25 to 35

Gender: Female

Education: College Graduate

Race: Black

Occupation: Middle Management

Cigarette Usage: Moderate Use

Geographic Location: Continental United States

Family Income: \$30,000 to \$37,000

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Theme: "The Career Track Is No Place For The Pack"

Pros: • Blacks smoke more than whites, at about 34% and 29%, respectively  
• 29% of adults 20 years of age and older smoke cigarettes;  
of those, approximately 27% are women

Cons: • The higher educated groups in the United States  
have the lowest smoking rates  
• Individuals with professional careers smoke the least

Media: Magazines - First, Self, Glamour

## Target Market for the American Cancer Society

### Demographic Information

Age Limits: 12 to 19

Gender: Female

Education: Junior High to High School

Race: White

Cigarette Usage: Light to Moderate Use

Geographic Location: Continental United States

Family Income: \$19,000 to \$26,000

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### Psychographic Information

Personality: • Strong bonds with peers

- Active in extra-curricular activities
- Smart, but must work very hard to earn good grades
- Makes every effort to keep up with the latest styles

Self-Concept:

- Somewhat insecure; therefore, strongly influenced by peer pressure
- Doesn't feel attractive although boys show great interest



## Target Market Profile

**Name:** Carrie Burton  
**Age:** 16  
**Gender:** Female  
**Address:** 106 Observatory Blvd.  
Columbia, SC

**Schooling:** Carrie is currently enrolled in a public high school and is ranked in the top 20% of the sophomore class. Carrie is well liked by her teachers and works in the office during study hall. Carrie's parents have always encouraged her to do well in school and praise her hard work. Although Carrie doesn't earn as high of grades as her older brothers, her parents realize that she is doing the best she can. However, one reason that Carrie's grades are not as high as they could be is the large amount of time she puts into her extra-curricular activities.

**Activities:** Carrie has always been extremely active and truly enjoys being a part of all types of organizations. Currently she is a member of the school's flag corps and works on the Homecoming and Prom committees each year. Carrie doesn't think of herself as popular, and despite the fact that student government elections are often seen as a popularity contest, Carrie has decided to run for election as a student representative.

**Hobbies:** In her spare time, Carrie likes to listen to music and enjoys going to concerts in the summer. Since she recently received a driver's license, Carrie likes to "cruise" around town and "hang-out" with friends. Several of Carrie's friends began smoking when they started high school and occasionally pressure Carrie to smoke. Although she hasn't formed an addiction to cigarettes, Carrie enjoys smoking when she is with friends because she thinks they make her more "popular." Six months ago Carrie started dating, but she doesn't have a steady boyfriend.

**Future plans:** Carrie eventually wants to go to college but she has not yet decided where. One of the most influential factors in choosing a college will be where her friends decide to attend. In addition, because of her parents income, Carrie will be expected to finance the majority of her college expenses.

## **Advertising Objectives**

In order for the American Cancer Society to be successful in the development and implementation of this campaign, it needs to focus its efforts on the specific areas that are highlighted in a detailed set of advertising objectives. The nature of the target market lends itself to the creation of several campaign goals which are listed below.

- To create awareness in 65% of the target market of the increasing negative social image of cigarette smoking
- To persuade 15% of the target market to quit smoking
- To firmly establish the image of the increased social acceptance of non-smokers in the minds of 45% of the target market

## **Discussion of the Advertisements**

The campaign for the American Cancer Society is national in scope and will use print media as the means of communicating its cancer prevention message. The focus of the message that will be featured in each of the advertisements corresponds with the image of increased social acceptance and attempts to illustrate the positive aspects of a smoke-free life.

Four magazines have been chosen to feature each of the four advertisements, and each ad will be featured for a three month period. These magazines - 'TEEN, Seventeen, Sassy, and YM - are targeted towards the young female market and provide entertaining articles dealing with the issues that are most important to today's teenagers. More specifically, each magazine features up-to-date information on fashion, health, food, relationships, careers, and contemporary social issues.

### **Advertisement #1: Once Upon A Time...**

The first ad deals with an issue that is very important to teenage girls...boys. This advertisement attempts to capture the reader's attention by telling a story that is highlighted by colorful and entertaining illustrations. The overall tone of the advertisement is humorous, but the ultimate goal of the ad is to appeal to the reader's sense of fear of not being accepted by their peers. The message can be easily understood, but isn't revealed to the reader until the story is complete. This ensures that the reader will be exposed to the entire message which deals with a topic to which they may not otherwise pay attention. Since teenagers tend to rebel against anything that represents parental authority, the American Cancer Society's name and toll-free number have been placed in the lower right hand corner in an attempt to deemphasize the impact of authority. By placing them here, teenagers who want to contact the Society for help will do so but won't feel pressured. The advertisement is successful at getting its message across and serves as a non-threatening nudge for its target market to quit smoking.

### **Advertisement #2: Going, Going, Gone!**

This advertisement takes a much more serious approach to the issue of cigarette smoking and points directly to the possible outcome of smoking and lung cancer. By using a fear provoking approach, this ad effectively captures the reader's attention and drives home the issue being addressed. It is easy to read, easy to understand, and calls for immediate action. The toll free number is placed beside the logo of the American Cancer Society so that readers can contact the Society for help or further information on how to quit smoking.




### **Advertisement #3: Take his breath away...**




This advertisement also takes a serious approach to the issue of teenage smoking but the fear tactic used is not as severe as in the second ad. Teen relationships are full of exciting, breath-taking moments with which the reader is familiar. Therefore, the advertisement is able to relate its message to the audience by using the words "Does he take your breath away? Or do you take away his?" This message is simple, but the illustration of the ash tray, along with the copy at the




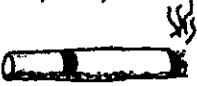

bottom, "Don't let your relationship go up in smoke," point out the importance of the advertisement. Teenage girls are encouraged to practice responsible decision-making by taking the first step to a smoke-free life. The toll-free number is listed in the corner so that immediate action can be taken.

#### **Advertisement #4: Question & Answer**

Once again, the simplicity of this ad creates awareness through its brief, yet meaningful message and unmistakable illustration. The importance of dating in the life of young teenage girls will prompt them to reevaluate their smoking habits. Similar to each of the previous advertisements, there is an underlying sense of fear contained in this message. The toll-free number is placed on the ad to encourage the target market to call the American Cancer Society for help in quitting smoking.

Once upon a  , there was a lovely young  who had hopes of meeting the  of her dreams.

Images of his sparkling  , rippling  , and deeply romantic voice filled her mind. The thought of  made her "♥" run wild.

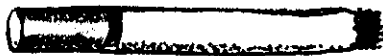
One magical day,  saw  in the distance. As  approached it seemed as if fate had brought them together. In her excitement, she reached for a  ...  stopped and turned away.



1-800  
-ACS-  
2345

For more information on how you can help yourself, or someone you know, quit smoking - call us.

Are your dating years



Going...



Going...



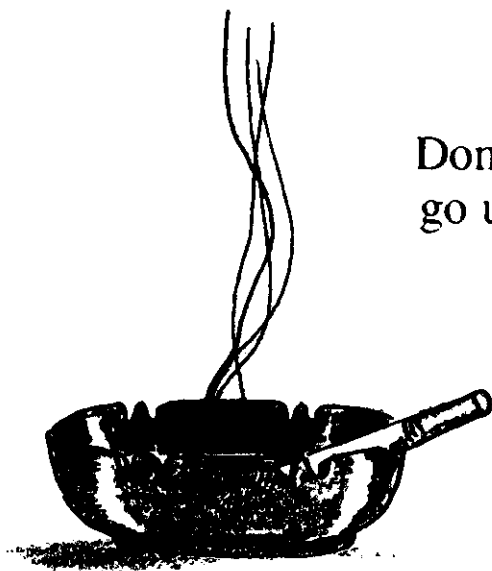
Gone?



1-800  
-ACS-  
2345

For more information on how you can help yourself, or someone you know, quit smoking - call us.

Does he take your breath away?  
Or do you take away his?



Don't let your relationship  
go up in smoke!



1-800  
-ACS-  
2345

For more information on how you can help yourself, or someone you know, quit smoking - call us.

*Q: How can you be  
sure he won't  
break the date?*

*A: Break the habit.*



**AMERICAN  
CANCER  
SOCIETY**

1-800  
-ACS-  
2345

For more information on how you can help yourself, or someone you know, quit smoking - call us.



## Media Cost Analysis

### **'TEEN Magazine**

once/month x 12 months = 12 issues  
12 issues x \$26,095/issue = **\$313,140**

### **Seventeen**

once/month x 12 months = 12 issues  
12 issues x \$42,750/issue = \$513,000  
5% discount            x .05        
                              \$ 25,650

Total                    = **\$487,350**

### **Sassy**

once/month x 12 months = 12 issues  
12 issues x \$19,570/issue = **\$234,840**

### **YM**

\* YM is published only 10 times a year. Two issues, Jan.-Dec. and Jun.-Jul. are combined. Therefore, during these 4 months only 2 issues will be published and 2 advertisements will be featured.

once/month x 8 months = 8 issues  
once/month x 4 months = 2 issues

Total                    = 10 issues

10 issues x \$27,480/issue = \$274,800  
8% discount            x .08        
                              \$ 21,984

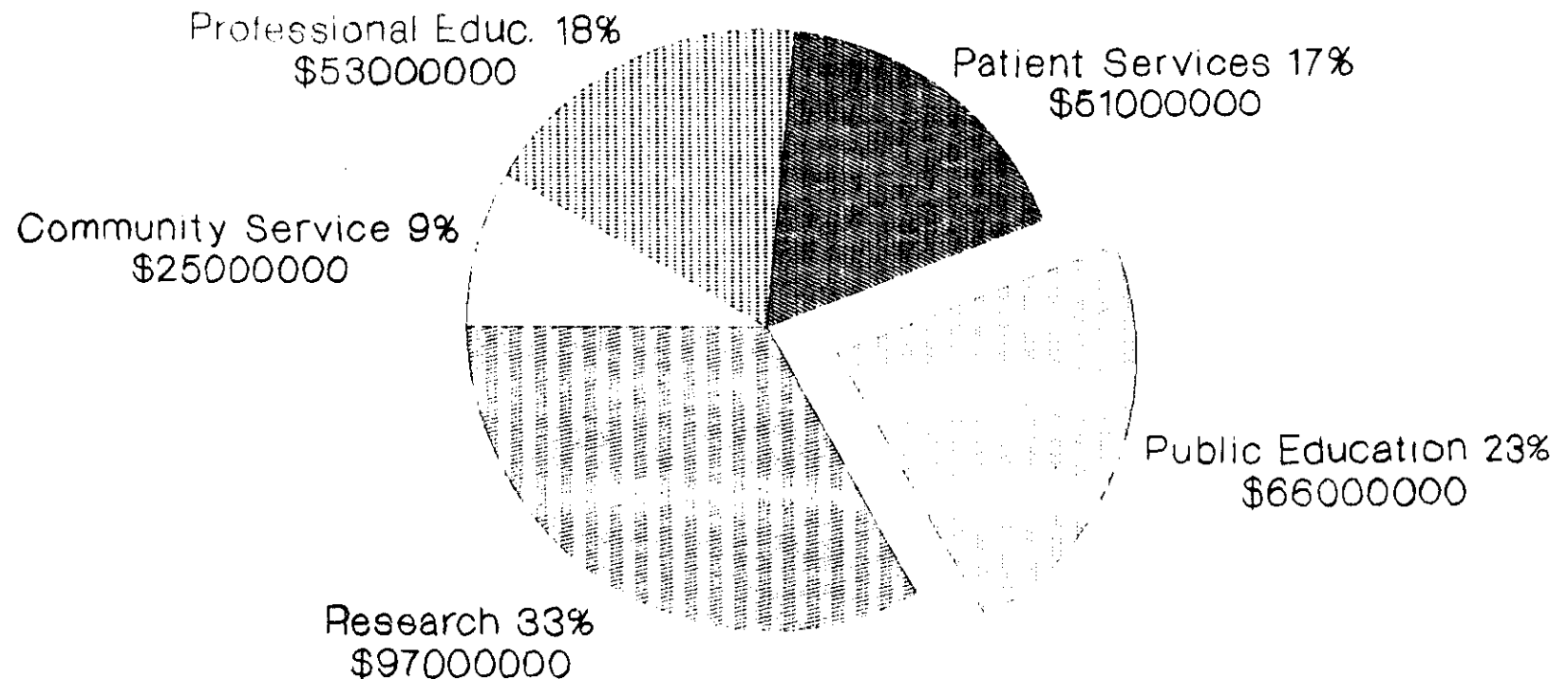
Total                    = **\$252,816**

**Total media cost =                    \$1,288,146**

The calculated cost of the media listed above represents under a 2% share of the American Cancer Society's total budget for public education. The chart presented on the following page further illustrates the annual budget allocations of the Society.

# American Cancer Society

## 1991 Budget Allocation



## TEEN Magazine: Media Schedule

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ad #1											
			Ad #2								
						Ad #3					
									Ad #4		

## Seventeen: Media Schedule

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ad #4											
			Ad #1								
						Ad #2					
									Ad #3		

### Sassy: Media Schedule

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Ad #2			Ad #3			Ad #4			Ad #1		

### YM: Media Schedule

Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Ad #2			Ad #3			Ad #4			Ad #1		

### Gross Rating Points

Gross rating points are used to measure the combination of reach (the percentage of the target market exposed to the message) and frequency (the number of times they are exposed to the message) that will attain the stated advertising objectives. The gross rating points for the chosen media have been calculated below.

	Reach	x	Frequency	= GRP
<b>'TEEN Magazine</b>	28.6	x	12	= 343.2
<b>Seventeen</b>	32.9	x	12	= 394.8
<b>Sassy</b>	12.7	x	12	= 152.4
<b>YM</b>	19.6	x	10	= <u>196.0</u>

**Total GRPs = 1086.4**